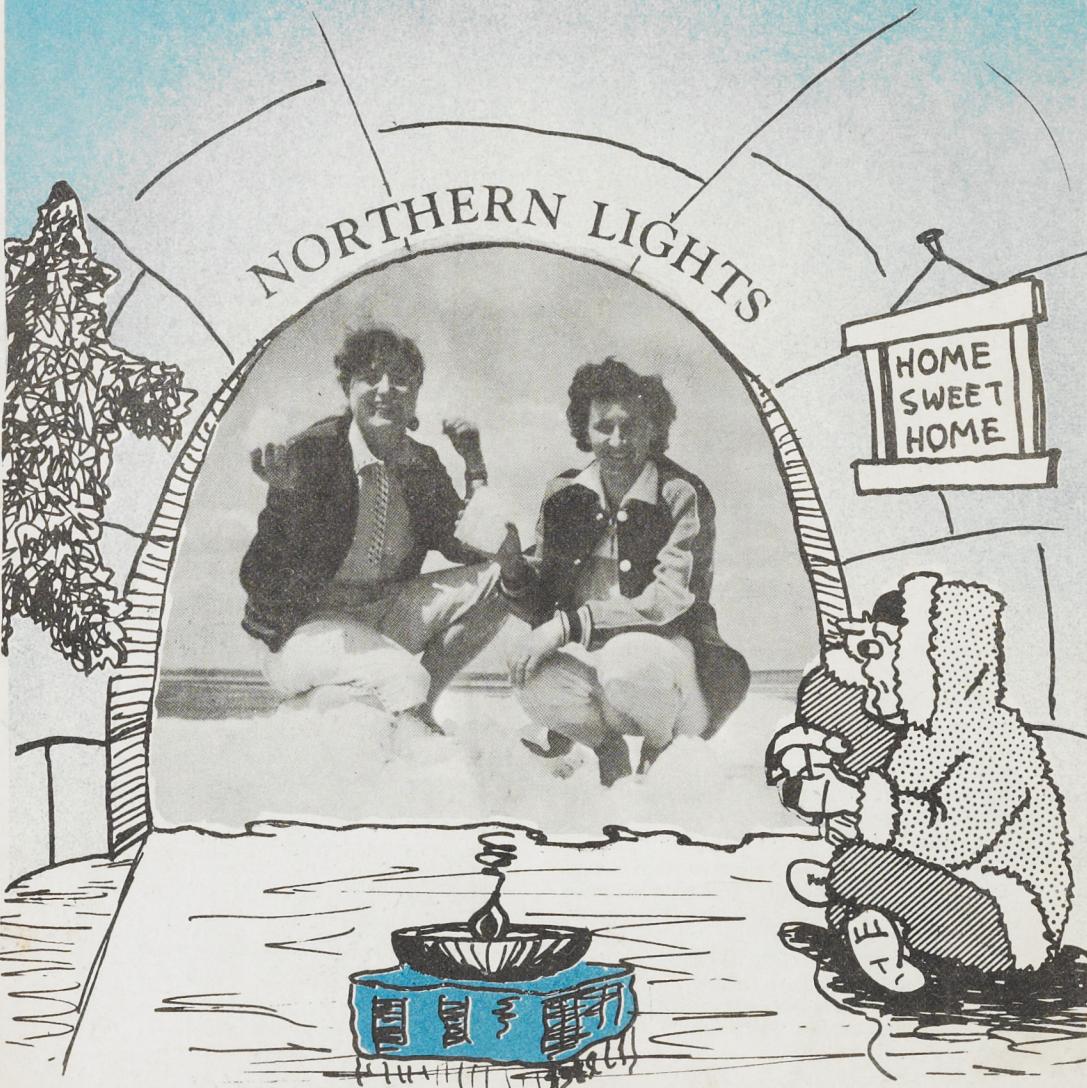


# Burns

# SHAMROCK

# NEWS

AUGUST — 1954



NORTHERN LIGHTS

HOME  
SWEET  
HOME

# "Life With Elizabeth"

In making advertising and promotion plans we are required to be ever conscious of the changing trend and pattern of appeal to effectively reach the food-buying public and consumer.

When T.V. became a reality in Canada, it was natural we should be alert and interested to take full advantage. It afforded to us the means to take our brand name identification and products into homes via T.V. telecast and talent.

T.V.: offers the added advantage over other advertising media of giving life and animation to both your product story and the product itself in terms of actual use in the home. Here we are able to both show and explain the product . . . to prepare it for the table before the eyes of the viewers . . . and to draw on its character, quality, appearance and appetite appeal. A good product well illustrated and actually prepared for the



A T.V. Scene in Elizabeth's Home

table in a manner easily understood is certain to impress.

When color T.V. becomes a real fact, a step forward will be made. Food products of good character and quality will be given even greater appetite appeal when the fullness of their colorful goodness is illustrated and shown in the home.

For several weeks Burns Kitchener Plant has sponsored the daily telecast news over CKCO-T.V. in Kitchener. Later, with CFPL-T.V. London in operation, telecast news three days a week was sponsored. More recently, arrangements were made for participation in a live cooking school three days a week



The attractive young lady you see here is Miss Betty White, star of "Life with Elizabeth". Betty is a personable young lady. Has real talent. She sings like a lark. Her wit and sparkle exudes friendliness. The humor of "Life with Elizabeth" is refreshing and gay, as it is also wholesome to be enjoyed by the whole family. By many T.V. stations, Betty White has been named the T.V. sweetheart of the year.

conducted by Mrs. Buchanan over CHCH-T.V. in Hamilton.

When T.V. ratings on "Life with Elizabeth" began to climb on United States T.V. stations, we secured an option on the show for Western Canada. "Life with Elizabeth" was televised over Winnipeg CBWT-T.V. starting July 14th . . . over Vancouver CBUT-T.V. July 21st. It is expected Regina station CKCK-T.V. will operate in August, followed by Saskatoon station CFQC-T.V. Calgary and Edmonton stations will follow later this fall. Really something to look forward to for light, wholesome entertainment at its best.



Alvin and Elizabeth

# Winnipeg Editorial Staff

Editor: KEL PARKHURST

VOL. 18

AUGUST, 1954

No. 3

Published by and in the interest of the Employees of Burns & Co. Limited, Winnipeg, Man.

## THANK YOU FOR YOUR RESPONSE

We are delighted to report that we have received far more pictures than we actually expected to when we asked in the May issue of Shamrock News for photos.

**"Bob"** Brinsa of the beef coolers turned in a roll of pictures taken in the beef cuts and coolers. You can see them on pages 8 and 9.

**Stan Goyman**, Standards Department, proudly brought us photos of his daughter, Nancy Lee. The one selected is on page 12.

**Martin Wyenberg**, delivery, gave us a photo of his three sons, Keith, Don and Gerry wearing their Burns' T-Shirts.

We would like to say thank you to these readers for submitting such pictures and we would welcome further pictures from our readers on their families, their hobbies, their holidays and so on, just as long as they will interest our readers.

Speaking for us who put this magazine together, we get a lot of enjoyment out of such photos and possibly you do too.

## This Is An Invitation

Have you ever turned in any news or photos to the editor of the Winnipeg Shamrock News?

This is your magazine and there must certainly be things which you would like to see printed.

It is quite a task to satisfy all the wishes of our many readers but we can and will try.

If you have a newsworthy squib, an idea, or pictures, why not give them to **Kel Parkhurst**, Personnel Manager.

You can be sure your contributions will receive careful consideration with a view to giving our readers just what they would like to read.

Why not drop in today on the editor.

Science Professor: "What always results when a body is immersed in water?"

Coed: "The telephone rings."

## JOHNNY DRUWE WINS \$30.00

Johnny Druwe, plant electrician, is \$30.00 richer today as a result of a contest conducted by MacLean-Hunter Publications.

In the May 1954 issue of Modern Power and Engineering magazine John noticed the following problem:

"A schoolboy, faced with the fraction, 16/64 decided that the simplest way to simplify it was to "cancel" down the figure 6 on top with the 6 down below and, thus, obtain, rather strangely, the correct answer— $\frac{1}{4}$ . There are three other fractions to which this can be done, what are they?"

"There can only be two figures, top and bottom, and it must always be the righthand figure on top which is cancelled with the bottom lefthand figure."

The magazine ended up advising the readers that there was \$90.00 in prize money so Johnny thought that he would take a crack at the problem and see if he could solve it. After considerable figuring, possibly quite a few hours, he came up with the fractions of 19/95 — 26/65 — 49/98.

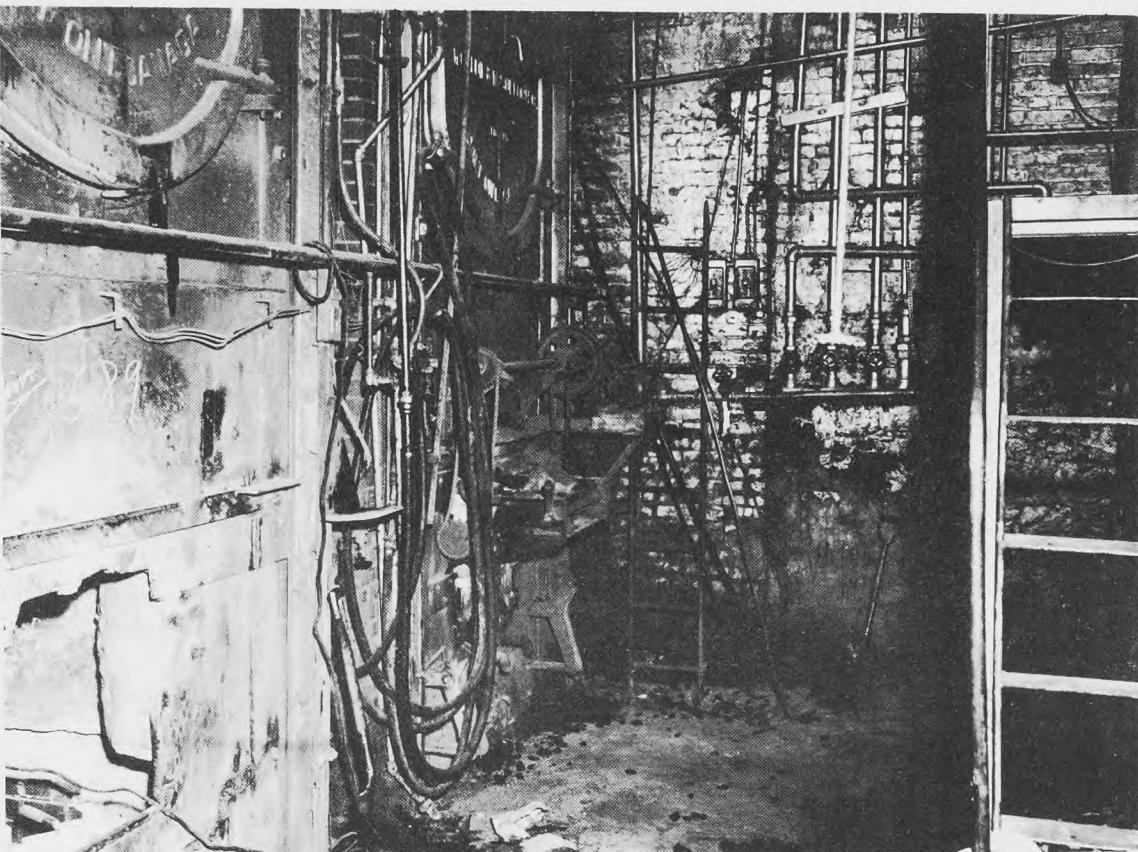
When the June issue of the magazine came out, here his name was leading all the other prize winners as having won \$30.00 for the Provinces of Saskatchewan and Manitoba. He had submitted the correct fractions in answer to this problem.

However, it still took him until July 26th until he actually received the cheque for this and, meanwhile, he was wondering whether he actually won the award, or not.

Johnny advises us that they run a monthly competition in this magazine and if anyone is interested in solving a similar problem, perhaps not as easy as this one, they should see him.

Your editor tried to solve the problem in the June issue but it was too tough for him, but perhaps you'll have better luck.

A man may fall hard and often, but he isn't a failure until he starts saying somebody pushed him.



## Boiler Room — Before and After

Shown above is a picture of what our Boiler Room looked like before it was converted into oil burning equipment.

Then if you will look across the page to the middle photo you will see what the same boiler room looks like today.

Previously, the Boiler Room consisted of boilers fed by coal. The set-up was such that it was a combination of hand and stoker firing making it a hot, dirty, heavy and awkward job for the operators.

Today, however, the Boiler Room is equipped with oil burning boilers and the equipment is fully automatic, making it a relatively light, clean, easy job. As one of the operators put it, "It used to be a tough job — now you could say it's a position."

The conversion from coal fire to automatic oil fired boilers was carried out, primarily, by our own mechanical staff. The plans, estimates and specifications

were drawn up by the Winnipeg Engineering Staff and most of the installation was carried out by the Mechanical Staff with **Joe Rafnson** taking a particular and personal interest in the project.

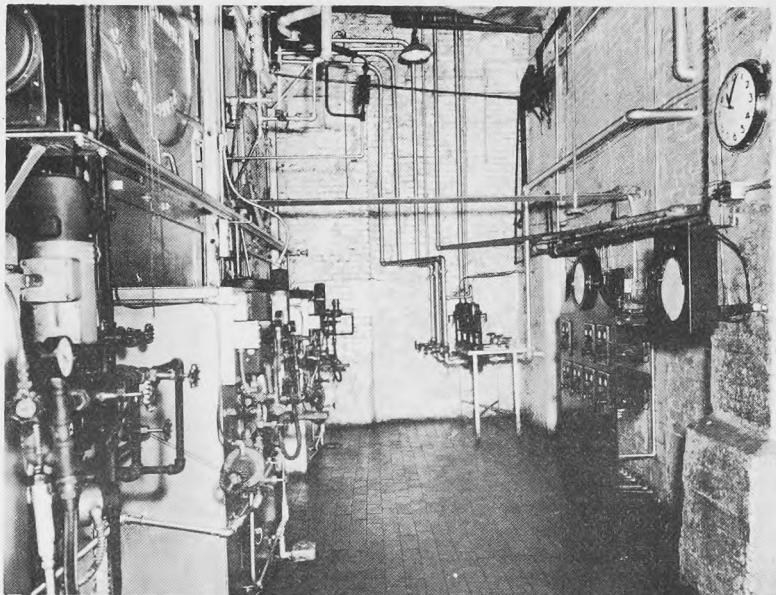
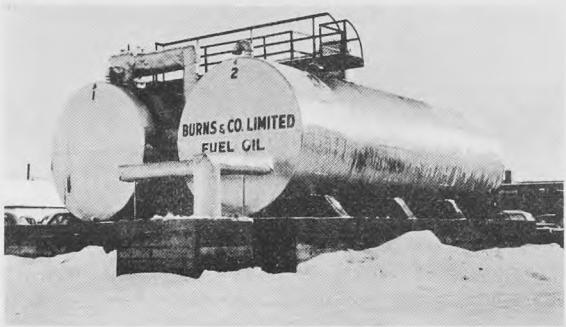
The whole system is set up now with dual controls so that in the event of a power failure, steam controls are used so that there is no subsequent loss of steam pressure.

**Frank Smith**, Chief Engineer, also advised that the plant staff was most cooperative in the process of converting the Boiler Room as one boiler had to be down at all times and this usually meant a distinct shortage of steam.

He also pointed out that the total cost of converting was in the neighborhood of \$40,000.00 but it did mean that it would improve the working conditions in the Boiler Room and, also, means that the plant now has a better supply of steam than they had before.

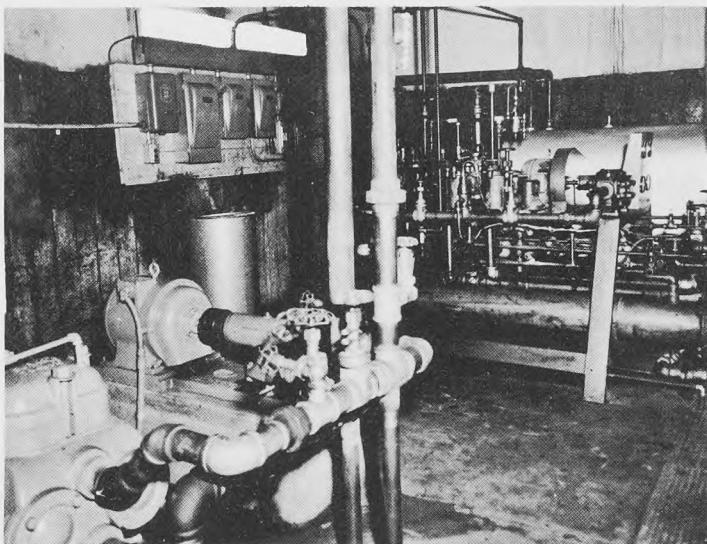
Shown at the right are two fuel tanks located across Logan Avenue from the Boiler Room. Each tank holds 18,000 gallons of fuel oil.

The oil is pumped across by the pumping and heating set.



This picture shows two of the three oil burners together with the automatic controls.

This is a view of the pumping and heating set which pumps the oil over from the storage tanks to the burners.



# Again We Go To Newfoundland

(By JACK TOOMBS)

We had a chance to get the Newfoundland story for you in an interview with Mr. L. R. Phillips, Winnipeg Eastern Sales Manager, and Mr. R. R. Furlong, General Sales Manager. Larry Phillips, filled with enthusiasm as usual, described the trip in his own lovable drawl. He said:



Larry Phillips

our March-April Sales-Workshops were held. Our previous attempts had been thwarted. The first in being fogged-in at Moncton. The second, as a result of sleet at Saint John. On both occasions, we only heard the planes go by while we stood and gazed to no avail.

"We left Dorval, Montreal Airport, at 9 a.m. and arrived at Torbay, St. John's Airport, shortly after 6 p.m. The trip uneventful, but bumpy from heavy cloud formations and headwinds. As we passed over the Gulf of St. Lawrence, and Cabot Strait to the open sea, the weather cleared to expose the rugged beauty of the country below, and on arrival at Torbay, we were greeted by warm, sunny weather.

"From late June through September, Saturdays are a national holiday in Newfoundland. In St. John's, all stores are open on Friday until 10:30 p.m. It afforded the opportunity for us to call and visit with the trade Friday evening and to spend Saturday in meetings with personnel of Messrs. Harvey & Co. Monday and Tuesday, were spent calling on the trade in and about St. John's."

In answer to our question to Mr. Phillips of changes of significance in St. John's since his last trip, he said:

"Trade in St. John's was quite brisk. Most noticeable is the trend to store renovation and modernization. In St. John's you now find self-serve food markets equal to the most modern on the mainland. A new and still larger super-market in process of being built was noted. From observation of shopping habits, it was difficult to realize one was in St. John's, the shopping and buying

"It was early Friday I met up with Mr. R. R. Furlong at Dorval, Montreal, airport. I had flown in from Sudbury. He from Calgary. It was dull, sticky and raining.

"Our spirits also were seriously dampened in our having just received sad news that our friend Mr. W. H. Edwards, Supervisor of the Maritime Division, had passed away suddenly while listening to the Marciano-Charles fight in Charlottetown, late Thursday night. Bill was one grand fellow, with some twenty-eight years service with the Company, having operated in several areas prior to taking over as supervisor at Sydney. He had frequently made the Newfoundland trip.

"This was our third attempt to fulfill a promise to our agents and good friends Messrs. Harvey & Co. to hold a sales school-meeting for their staff at the time

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habits of the people being little different to those in Toronto, Sudbury, Winnipeg, Calgary and Vancouver. The building development of new houses reflected the tempo of activities. It gives a vivid cross-section of the new blended with the old. In looking over the expansion and activities apparent on every side, it was difficult to fully realize that here we were in Newfoundland, the tenth largest island in the world, steeped in tradition that dates from the founding by John Cabot in 1497 and the first formal occupation settlement in 1583."

Mr. Phillips continued:

"Our coverage of the trade and discussions proved most interesting and fruitful, made both easy and enjoyable by the excellent trade connection held by our agents, Messrs. Harvey & Co., who have operated in the Newfoundland market since 1767, to celebrate their 187th business anniversary this year.

"The weather held good with warm, sunny days for the full four days of our stay; Monday and Tuesday being record hot days. This enabled us to call on the greatest number of food-outlets, grocery and meat stores, to get the most out of our time."

Mr. Furlong, in answer to our query about advertising and promotion plans, told us:

"The geography and settlement of Newfoundland calls for a special approach to advertising and product pro-



R. R. Furlong

motion. Store display material is welcomed and put to good use in all localities. St. John's, Cornerbrook and Grand

Falls market areas are readily covered by newspapers. Other localities and both inland points and outports are quickly accessible only by radio. Even here there are natural problems. At most inland points and outports, batteries are the only means by which radios are operated. Batteries for distant radio reception cost \$12.00 to replace. Quite a lot of money for people in those outside localities. As a result, radios are used most sparingly in being turned on largely for the news or weather forecast, plus the special pleasure of some outstanding program that has particular appeal. Mail affords the best means of communication in which the time element is quite a factor. Our discussions with the executive and senior personnel of Messrs. Harvey & Co. proved most helpful in our getting a more intimate knowledge of both the market and the problems involved from which much good should come in our combined interests."

The trip obviously was rugged and exacting in terms of both distance and travel, in addition to the work involved, but it proved most interesting and inspiring in that it was another long distance mission having been completed.

#### BURNS - HARVEY COMPANIES HOLD SALES MEETING



Here for sales conferences with officials and salesmen of Harvey & Company Limited, two executives of Burns & Co. Limited are shown above with Harvey representatives during a dinner and sales workshop at the Newfoundland Hotel. Pictured (left to right) are: Edward Craniford, Harvey director; L. R. Phillips of Winnipeg, Eastern Sales Manager for Burns; H. R. Brookes, Harvey director; R. R. Furlong of Calgary, Director and General Sales Manager of Burns & Co.; Charles Martin and Walter Carberry, Burns Salesmen in Newfoundland; and Ray Simmons, Harvey's Advertising Manager.



# Beef Dept. Keeps Beef, Veal and Lamb Moving



How would you like to figure out ways and means of handling and keeping track of 30,000,000 pounds of dressed beef, veal and lamb each year.

That's the volume of product handled every twelve months by the beef cuts and cooler departments under the direction of Ernie Podjan, Foreman, and assisted by Supervisors Moe Knight and Ted Sitar, along with sixty-five experienced men.

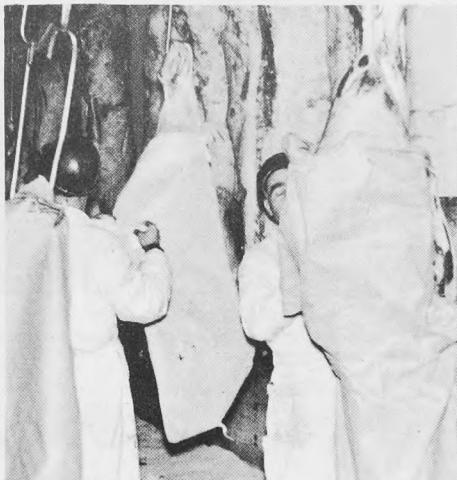
Briefly, the job of the beef cuts and cooler departments is the proper handling of all dressed beef, veal and lamb in the coolers, boning, skinning, cutting and shipping operations in the quickest, easiest and in the most efficient manner possible.

This sounds easy but without the skill, knowledge and cooperation of the entire departmental staff, over sixty-five employees, it would be very difficult to do a proper job.

Shown above are **George Zelizny**, **Walter Skolny**, **Fred Stoyko**, **Ralph Kisiel**, **Len Harris**, **Al Bedard**, **John Tymchak** and **Bill Trafiaik** engaged in beef boning. Alongside them is beef manager, **Norm Norrie**, marking up beef for shipment to Eastern Canada.

In the lower left picture is some of the cooler gang: **Gilbert Bishop**, **Ted Sitar** and **Art Miller** ready to push beef out to the dock for wrapping and shipping.

The beef is wrapped for eastern cars for protection when handled by the truckers at destination.





Shown above are **Fred Setek** and **Mike Risko** boning beef for the sausage kitchen. **Ralph Wyss** and **Bob Brinsa** look on.

Behind the comptometer at the right is Foreman **Ernie Podjan**, who supervises the work in the beef boning and cutting departments. At the left is **Henry Guibault** who is scaling and shipping beef.

Below is **Harry Tehir** and **Roy Dumais** who are checking and writing invoices for the beef department.

Alongside is **Bill Kibsey** and **Bill Norman** of the beef cutting who are checking and scaling rib rolls.



# 'Safety First' Didn't Start That Way, Recalls Accident Prevention Pioneer

"Got a cut? Put a wad of chewed chewing tobacco on it." This was standard advice when W. F. McClellan, who just retired as general safety director, started to work for Armour and Company, Chicago, in 1900. In terms of service, he is probably the oldest man in the industry.

Looking back upon 37 years of work in safety, McClellan notes the vast differences in attitudes both on behalf of management and the employee. At the turn of the century, while definitely concerned, management was prone to accept the idea that accidents were inevitable. Now management works on the hypothesis that none is permissible.

There is a greater appreciation of the cost of any accident not only to the company but also to the employee, McClellan points out.

The attitude of the average worker has undergone a metamorphosis. In the beginning only a "sissy" would take heed of safety. McClellan recalls the resistance which greeted the introduction of the knife guard and the hard shell helmet. In the first instance, it was only through the aggressive support of "Big John" Weimer, hog cut superintendent, that the knife guard, now the standby, was virtually forced upon the butchers.

The very definite pacing of the responsibility for safety on the foreman is perhaps one of the biggest factors contributing to modern day safety, according to McClellan. Backed by management, the foreman knows he must make safety his department's watchword.

McClellan started his employment as a messenger in the general office, later transferring to the mechanical department. In 1917 he was transferred to safety, a then relatively new position, and made assistant plant employment manager. McClellan recalls he had to start from scratch.

A division superintendent early disagreed about the need for protecting gears located in a loft, which McClellan saw as a potential hazard since they had to be oiled. Myrick Harding, general plant superintendent, backed McClellan, who recalls that this bit of moral support formed the inspirational spark he needed.

When Armour acquired the Morris interests in 1923, McClellan was made safety director on the general superintendent's office staff for the whole



AMI PLAQUE for "outstanding contribution" to safety within the meat industry is presented to William McClellan (left) by Milton W. Meyers, manager, casualty department, Wilson & Co., Inc., Chicago.

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chain. In 1930 he was made general safety director for all Armour plants and subsidiaries. He also has been active in various safety organizations, including the safety committee of the American Meat Institute which he headed as chairman for the past 20 years.

—The National Provisioner.



National Safety Council

## Prince Albert Did It Again



The Saskatchewan Workmen's Compensation Shield has been awarded for six years to the plants with the best safety record. Prince Albert has won it again this year for the fourth time.

Congratulations to you Burns Folk at Prince Albert.

## Our Front Cover

The unusual cold spring weather in the West this year, followed by rainy weather, has delayed, and in many cases, prevented farmers from planting grain crops. The above photo shows Ellen Sokoluk, left and Elena Rioux, right of Edmonton as they motored to Sylvan Lake on the weekend of May 24th, holding a chunk of ice in their hands. Note the ice still on the beaches, usually all the ice and snow is gone by this time of the year and many go to their summer cottages.

A farmer was losing his patience and temper trying to drive a team of mules into a field, when the local parson came by and said, "Don't speak like that to those dumb animals; they can't understand what you say."

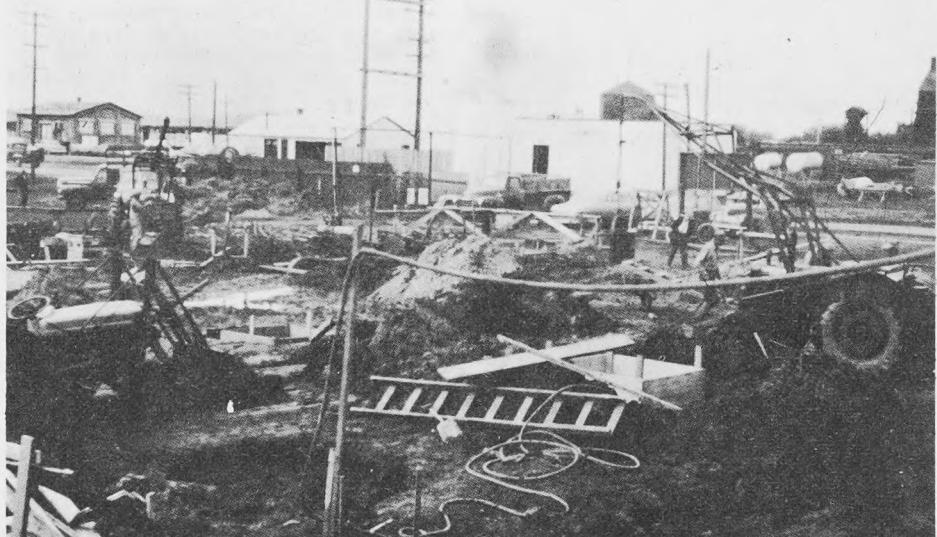
"You're just the man I want to see," said the farmer. "Tell me, how did Noah get these things into the Ark?"

"The Compass."

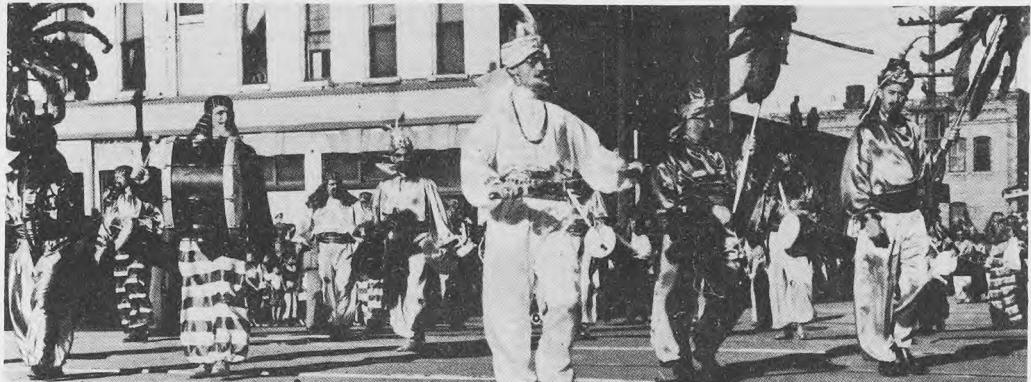
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## PRINCE ALBERT RECONSTRUCTION MOVES ON

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The picture above shows the machinery in action digging and clearing for the footings for the first section of the new plant. It is predicted that this section should be in use by August the 15th.



Legion of Shriners A.M.O.S. dressed in bright garments which lent color to the parade.

## Let's Have A Round-Up !



Shown above are Martin Wyenburg's sons, Keith, Don and Gerry in Burns' T-Shirts. Not only are these shirts cool and comfortable, but they also help promote our product.

Below is Stan Goyman's daughter, Nancy Lee, who has just blown out the candle on her birthday cake, celebrating her first birthday. Cute, isn't she?



Let's get a cow pony and a long lariat and start a round-up of our own.

Let's corral some of our sources of news, if they don't mind, and ask them what is going on around the plant.

Okay, let's hit the trail to the plant and see what we can round up.

In the Produce corral we learn that **"Mac" McCullough**, foreman, spent a week of his holidays putting on asphalt shingles on his home. Then he had to take a week in Detroit Lakes to recuperate. His gang wonders if it wouldn't have been more economical to have the job done by an expert or if an excuse for a holiday was needed.

**Ann Glover** is spending her holidays in Saskatoon and Regina taking in the fairs and the horse races. We learned she likes to pick the winners and hope that she could single out the big ones before they get all her money.

And now for a chat with **Steve Saunders**, who will be attending the British Empire Games in Vancouver. "I am really looking forward to this trip," said Steve. "I will be visiting with my brother, Fred, and hope to be taking in the boxing, wrestling, cycling and some of the field events, such as the mile, etc. If I can get tickets."

Then his face lightened up and he said, "I'm also going to see the opening football game in Vancouver on August 11th when the highly touted Vancouver Lions take on the Montreal Alouettes. If Vancouver has any sort of strength at all, it should be quite a game."

Our next stop was the livestock yards. We learned that **George Patton**, livestock manager, accompanied by **Mrs. Patton**, was visiting the old homestead at Woodstock, Ontario. Now we know why they call George a "down homer."

While we were there, **Joe O'Neill**, foreman, advised us that **Reg Wilson**, form-



Above is the Company's truck which took part in the Red River Exhibition parade on July 23rd.

erly of Winnipeg and now cattle buyer in Yorkton, Saskatchewan, was here in July on his way to Minneapolis for a holiday. The gang reports it was nice to see Reg.

Our next stop along the way was the Beef Cuts and Cooler departments. We tried to pick up some squibs from the beef kills, by-products and car loading gangs but no one seemed to have anything to report.

While in the beef cuts and coolers we learned that — **Harry Tchir** had another little expense in his home. A nine pound four ounce son was born to Mrs. Tchir on July 9th at the Misericordia Hospital. The christening took place July 25th . . . **Bill Kibsey**'s wife is showing definite signs of improvement. She has been confined to the St. Boniface Hospital for over three weeks at the time we visited the department . . . The boys were sorry to hear that **Jack Robertson** was leaving to go back to Kitchener. He was well liked and popular with those he worked with . . . The big news seemed to be that **Carl Wolonchuk** is going to take the plunge into the sea of matrimony on July 31st. No one seems to have any particulars on this but we were promised a write-up for our next issue of Shamrock News . . . They also mentioned that **Fred Jolly** seemed to be making a satisfactory



The ancient car carrying Kiwanis officials that scooted up and down the parade.

recovery since he became a father for the fifth time on June 25th of eleven pounds four ounce son, Daryl Richard. How about Mrs. Jolly, we asked? "Oh, she is fine," they said. "It was Fred we were worried about." . . . At this stage **Moe Knight** popped up to let us know that he was back in the beef cuts after

spending six weeks in the Standards Department.

Now let's try Cellars, Canning and Kitchen Departments. Hold it partner, no luck there! Let's ride on to the Central Shipping and see if we can't spot anything that's taking place . . . Word has been received that **Andy Meech**, who has been visiting Ireland and Scotland, is now in England. Andy is having a "beautiful time" as he calls it . . . Then we were told that **Pete Stolar** was holidaying in Vancouver. Someone else said that wasn't right, he was helping his dad with his crop. While we couldn't find out exactly what Pete did on his holidays, so let's amble over to Stores and the Mechanical Department.

We ran into **Alex Green**, foreman, who had nothing but praise for the way the employees had turned out for the Burns Annual Picnic on June 27th at Winnipeg Beach. "It was one of the largest Burns' Picnics on record," said Alex. "In fact it was so large that we had a very difficult time to estimate the size of the crowd as they were overflowing the picnic area on to the beach." There must have been upwards of 1,100 to 1,200 attending but, again, due to the fact of the crowd, this is just an estimate.

Mr. Green paid tribute to the work of the committee, **Joe Wirvin**, **Stan Stanley**, **Kel Parkhurst** and **George Bonnett** and to all those who assisted in the refreshment booth and in the sports program.

Well, let's head back and see what gives in the Cellars . . . **Ed Lawton**, foreman, was trying to figure out when the product comes up to cure for the balance of July so he could plan his work to take care of the business . . . **Jack Lazaruk** dropped in to fill out his time sheet, let us know how busy the washroom gang was and then went on his way. There must have been something to his claim of being busy as we understand he arrived home from work one night the previous week without even having one glass schnapps. This is some sort of a record for Jack . . . **Bob Carey** advised that brother Dick was away with their noted racing stable at Edmonton, Saskatoon and Regina meets. As yet, Bob advised, Dick hasn't stepped into the winner's circle although he has had lots of seconds and thirds. From another source it was also brought to our attention that since "Som Dock" has acquired a new owner and trainer, coming first seems to be the usual place for this horse who was previously owned by **Joe O'Neil** and **Dick Carey**. We wonder why!

Well, here's our next stop — Canning Department. Oh yes, the department closed down for two weeks. Hope they have a good holiday.

Now before we head back, let's pay a visit to Pork Cutting. All we could hear was the gang kidding coach **Art Meech** about his Army and Navy Legion team losing to Fort Rouge Legion 5-4 the previous night.

In the ninth inning Meech's team had two on bases and two out when a batter hit a three-bagger scoring two runs ahead of them. However, the batter missed tagging first base by a quarter of an inch and this was noticed by Meech, but Meech took a chance and didn't call the runner back. A fan, however, hollered to the opposing first baseman who got the ball and stepped on first base for the out cancelling the two runs. Instead of leading 6-5 Meech's team lost 5-4. Incidentally, **Norm Norrie** was pitching the first half of the game for Meech's team. With Meech as coach, our only comment is that it's fortunate for the Army and Navy that the top four teams in the league are in the play-off, otherwise it might be a short season for them.

Well let's mosey up to the Office and Sales and see if we can get this round-up finished before the snow flies. After talking to the Western Sales Department it looks like the Company's booth at the Manitoba Provincial Fair at Brandon last month drew a great deal of attention. The exhibit was under the supervision of **Ron Jefferys**, Western Sales Supervisor and he was assisted by demonstrators **Mrs. D. Atkinson** and **Mrs. Topham**. Main point of interest was a contest to estimate the number of tins of product in a large basket. There were over 11,500 entries. Five people hit the correct number of 393 tins. These were: **Mrs. Helen Shiplan**, Wapella, Saskatchewan; **J. R. Mitchell**, Roblin, Manitoba; **J. W. Moore**, Brandon, Manitoba; **Mr. W. M. Folkett**, Killarney, Manitoba; and **Mrs. Stan Taylor**, Killarney, Manitoba.

**Bob Summers**, Brandon Salesman and **Jimmy King** and **Charlie Pineo** from the Brandon Egg Station were very deserving of a word of thanks for their assistance in setting up and taking down the booth.

Looking around the corner we found **Art Johnston**, produce manager, who just received a card from retired salesman, **Geof Woodward**. Geof is visiting in London England and is having a very enjoyable time. The weather, however, has been terrible. Due to this he plans on returning by cargo boat in August as the reservations on regular liners are all booked up solid for that month.

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It's been said that if your wife is away on vacation and you want to get her home in a hurry, just send her a copy of the local paper with one item clipped out.

## VANCOUVER DELIVERY TRUCKS GET FACE-LIFTING IN EXPERIMENTAL RENOVATION

It is said we are living in an era of an ever changing world. This is no less true in the food field. Self-serve food-markets and self-serve meat counters have imposed new ideas and concepts of product appeal, packaging and merchandising. Just look at that delicious package of wieners pictured on the truck to the right.



The trend of quick impact has extended into the truck delivery field. Truck panels that carry an attractive illustrated message, quickly recognized to register a favorable impression in a glance. On the truck at the right a Delmar Margarine package tells the story with only three words added—“Burns Delicious Margarine”.

To be seen, to attract and impress, to be taken home, product and product packaging today must be quickly and readily recognized . . . it must speak for itself . . . in terms of its presentation and appeal . . . to register with food-shippers to attract and induce purchase. For example note the Breakfast Bacon package on this truck. (At left).



These photographs of truck panels show the new mode of illustrated panels developed experimentally at and for Vancouver Plant for study of both trade and public impression and reaction.



# Lazy Days

Are you looking for homemaking shortcuts — then the use of canned foods, particularly canned meats, will fit right into your plans.

One of our favourite stand-bys is BURNS CORNED BEEF HASH — it sparkles with new ideas. For a sensational supper dish, remove the inside layers of partly cooked onions, fill with BURNS CORNED BEEF HASH, dot with butter and bake in a 350° oven for 30 minutes.

A favourite with my family is pan fried BURNS CORNED BEEF HASH served on a slice of pineapple and garnished with parsley.

BURNS CORNED BEEF HASH formed into rings or moulds, baked in the oven and filled with creamed peas sounds good too.

*Bunny Dahl*  
Burns' Home Economist.

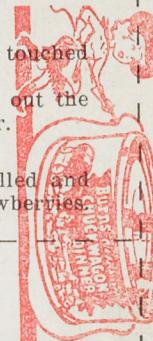
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Man.

## OUR PRIZE JELLY ROLL

4	SHAMROCK EGGS (separated)	1	Cup Fine Granulated Sugar
1	Tbsp. Lemon Juice	1	Cup Cake Flour
1	Tbsp. Cold Water	1½	Tsp. Double-action Baking Powder
¼	Tsp. Salt	1	Tsp. Vanilla

1. Line a 15 inch x 10 inch low pan with waxed paper. Grease.
2. Sift the flour, then measure.
3. Sift the sugar, then measure.
4. Beat egg whites until foamy, add 4 tbsp. of the sugar and continue beating until very stiff, but not dry.
5. Add liquids to the egg yolks and beat until lemon coloured and so thick that the beater turns with difficulty. Beat in remaining sugar.
6. Fold the yolk mixture into the whites.
7. Sift flour, baking powder and salt, fold into the egg mixture.
8. Bake 12 minutes at 400° F. or until the cake springs back when touched with a finger.
9. Sprinkle fine sugar (approximately ½ cup) on wax paper. Turn out the cake and roll immediately. Roll lengthwise around the wax paper.
10. Cool, unroll, spread with filling and reroll.

**Suggestions:** Delicious filled with softened PALM ICE CREAM, rerolled and firmed in the freezer part of your frig. — garnish with fresh strawberries.



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## AUGUST SUPPER IN A SKILLET

1 14 oz. Can BURNS MEATBALLS WITH GRAVY	1 12 oz. Tin Kernel Corn
1 Cup Sliced Onions	½ Cup Chili Sauce or Ketchup
1 Cup Sliced Green Pepper Rings	½ Tsp. Salt
¼ Cup DELMAR	½ Cup Cooked Rice

Cook onion and green pepper in Delmar until tender. Add meatballs. Drain corn and pour over meatballs. Add chili sauce and salt. Cover and simmer for 5 minutes. Add rice. Cover and simmer 10 minutes longer.

Serves 4.

